

Idea management in the system of innovative management

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Abstract

Increased non-price competition on world markets of goods and services predetermines great demand for modern systems of control which provide qualitative increase of effectiveness of innovative activity in companies. Systems of idea management, the use of which allows to build up and to direct purposefully the innovation development processes, are an integral part of the idea management. The article considers prerequisites of origin of the systems and analyses modern practice of their application in the work of different companies. Special attention is paid to software support of generation technologies, to appraisal and support of innovation ideas.

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Keywords

Innovation ideas management, Innovation management, Methodological approaches, Models, Software programs